



FOOD & HOTEL VIETNAM 2007

October 30-November 1, 2007
Ho Chi Minh City, Vietnam

The Market

Vietnam has a dynamic, well-educated population of 83 million consumers and currently enjoys one of the highest annual GDP growth rates in Asia. From 2001 to 2005 the economy grew at a rate of more than 7 percent annually, second only to China. Growth in the retail sector has been even higher at 10 percent annually over the last 5 years. The outlook for high-value food and beverage products is excellent.

Vietnam is both an opportunity and a challenge for exporters. At times, the maze of seemingly conflicting regulations has been a formidable barrier to trade, but the country is evolving and becoming more business friendly. The improved economic environment owes much to Vietnam's integration into Southeast Asian and other regional trade associations, as well as the 2001 Bilateral Trade Agreement with the United States. With Vietnam's recent accession to the World Trade Organization as the 150th member, there will be even further reductions in tariffs, more transparency, and less burdensome importing procedures.

Consumption of imported consumer-ready food products is expanding. Unofficial trade data indicates Vietnam imported over \$320 million of consumer-ready food products in 2005. U. S. consumer-oriented agricultural exports to Vietnam reached a record \$93.9 million in 2005, a year-on-year increase of 84 percent. Vietnam's total food, fish and forestry imports in 2005 were estimated at \$2.83 billion.

Why

Modeled after the proven Food & Hotel Asia (FHA), which is held biennially in Singapore, *Food & Hotel Vietnam* replicates FHA's essential ingredients for success with a dedicated range of exhibit profiles: fresh & processed food; wines & spirits; bakery ingredients & equipment; foodservice & hotel equipment, furnishing & supplies; and hospitality technology & systems.

Best Prospects

Fresh fruits, dairy products, snack foods, packaged foods (canned fruit & vegetables, canned meat, juices, sauces), dried fruits & tree nuts, wines, chilled & frozen meat, frozen poultry, confectionary

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We hope you will consider joining us at this USDA-endorsed event!